

VAN DER PLANK

DRAVER 19A

At+H5-V

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Artists of Abraham Lincoln portraits

Frederic Van der Plank

Excerpts from newspapers and other
sources

From the files of the
Lincoln Financial Foundation Collection



LINCOLN NATIONAL
PUBLICITY DEPARTMENT
Referred to Walter

VAN DER PLANK

REC'D AUG 6 1937

Answered _____

LIFE INSURANCE CO.

42 East Superior St.
Chicago, Ill.
August 5, 1937

Mr. F. L. Fisher, Advertising Manager
Lincoln National Life Insurance Company
Fort Wayne, Indiana

Dear Mr. Fisher:

I am enclosing a woodblock print of Lincoln which I have recently made. My thought in making this woodcut was to sell a limited number of prints, 500 perhaps, at \$5.00 each and then destroy the block.

However, it has since occurred to me that your company might be interested in buying the woodblock outright and offering prints in your advertising. I know you have offered pictures of Lincoln before, and a woodblock print such as this would have a more widespread appeal because of the artistic value, added to the patriotic appeal of Lincoln.

Would you be interested in this woodcut for advertising purposes? I would appreciate an early answer because if you are not interested, I should like to proceed with my own plans for selling the prints.

Very truly yours,

F. Van der Plank
Frederic van der Plank



August 11, 1937

Mr. Frederic van der Plank
42 East Superior Street
Chicago, Illinois

Dear Mr. van der Plank:

Your letter to Mr. Fisher has been referred to this department inasmuch as the Lincoln National Foundation is consulted on Lincoln projects submitted.

We do not see any way we can utilize the very fine woodcut as we have a standard Lincoln photograph which is used here in our work.

We thank you very much for being allowed to see this interesting study and will keep it in our files for reference in case there does come a time when we can utilize a work of art such as you have produced.

Very truly yours,

LAW:MB

Director

AN DER FLANK

DRAWER

19A

Altitude ✓

